



## ***Invitation to Exhibit in the USA Pavilion***

International Food and Drink Exhibition (IFE)  
London, England

**March 15-18, 2009**

THE SHOW	IFE, held biennially, is the United Kingdom's (UK) largest international food and drink exhibition and one of the top five food exhibitions in the world.	
VENUE	ExCel, Royal Docks – London, England	
DATES	March 15–18, 2009 (Sunday-Wednesday)	
VISITORS	More than 24,000 visitors attended IFE 2007 representing every sector of the food and drink industry including food and drink manufacturers (22%), retailers (22%), catering (21%), wholesaler and distributors (16%), goods and services (4%), and other (1%). There were also over 3,000 international visitors.	
USA PAVILION	At IFE 2007, the USA Pavilion was the largest non-European pavilion. The U.S. Department of Agriculture and its partners will once again organize a USA Pavilion complete with a selection of booth packages, a business lounge, and the camaraderie and synergy that a USA Pavilion brings.	
MARKET	The UK is currently the 5th largest export destination for U.S. agricultural products worldwide, after Canada, Mexico, Japan, and China and is the largest importer in the European Union. U.S. exports to the UK increased to \$1.69 billion in 2007, making it the leading export destination in the European Union for U.S. products. Consumer-oriented products remain the most important sector amounting to 49 percent (\$823 million) of total U.S. exports of agricultural, fish and forestry products to the UK. Strong export performance in 2007 was boosted by high value food and drinks.	
BEST PRODUCT PROSPECTS	Wines, beer, tree nuts, processed fruits and vegetables, fresh fruit, sauces and marinades, confectionery, health foods, snack foods, non-soy vegetable oil, organic products, soft drinks, bakery ingredients, seafood and frozen foods	
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